

Step Four: The Words That Work

When explaining an environmental issue...

1. Nature protection
2. Pollution control
3. Enough clean water
4. Wildlife conservation

When addressing the “so what” question...

5. Future Generations
6. Healthy
7. Family & Children
8. Safe
9. Trends

When encouraging somebody to do something...

10. Make a Difference
11. Doing my / your / their part
12. It affects you
13. What you can do
14. Working together
15. Save Money

When asking somebody to take your side...

16. Accountability
17. Corporations (evokes negative feelings) / Businesses (evokes positive feelings)
18. Choice
19. Fair
20. Balance
21. Planning Ahead

- 22. Responsible
- 23. Freedom
- 24. Investment
- 25. Law

Citations for the above words:

<http://waterwordsthatwork.com/the-method/words/>

